BE BOLD. ASK YOUR DENTIST OR HYGIENIST THESE QUESTIONS.

Find out what else you can do for a healthier mouth, with questions like these:

"What is the best way to brush and floss?"

"I brush and floss every day. Should I consider rinsing with LISTERINE* too?"

"Is there anything else I can do to help improve my gum health and prevent cavities?"



NOTES:

FOR A HEALTHIER MOUTH MAKE THE BOLD CHOICE.



LISTERINE ANTISEPTIC

- Reduces plaque
- Promotes gum health
- For that whole mouth clean feeling



LISTERINE ZERO

- Less intense flavor
- Reduces plaque and promotes gum health
- For all of the boldness, but none of the alcohol



LISTERINE TOTAL CARE

- Fluoride makes teeth stronger
- Kills germs and promotes gum health
- For a complete mouthwash solution



LISTERINE HEALTHYWHITE™

- Healthily whitens teeth in 2 weeks
- Gentle on enamel
- For a healthier and whiter smile

TO FIND OUT MORE ABOUT YOUR LISTERINE PRODUCT, VISIT LISTERINE.COM.PH

Use all products only as directed.

LISTERINE

TAKE A BOLD STEP TOWARDS A HEALTHIER MOUTH.



STEP 1: KNOW THE WARNING SIGNS.

IT'S A FACT: Untreated oral disease affects over half of the world, and chronic gum disease affects over 90% of the world population.¹² But by taking the right steps, there's a lot you can do to help keep your mouth as healthy as possible. The first step is being aware of the warning signs:



tender gums









Bad breath



Teeth sensitive to hot or cold liquids

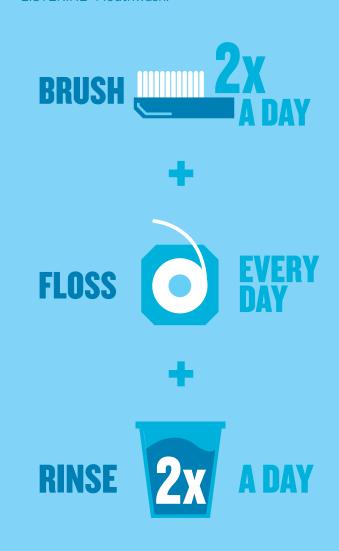
These issues are caused by a build-up of bacteria in plaque, and are signs of cavities, gingivitis, or periodontitis. If you notice any of these signs, talk to your dental health professional about ways to help.

UNDERSTANDING ORAL DISEASE

- **CAVITIES** are weak spots on teeth caused by bacteria left in the mouth. A cavity can result in a small hole in the tooth.
- GINGIVITIS is the first stage of gum disease, which starts when bacteria build up in plaque on your teeth and gums. Poor oral hygiene and bad habits can contribute to gingivitis.
- **PERIODONTITIS** is the next, much more serious stage of gum disease that can occur when gingivitis isn't properly treated. It can ultimately result in tooth loss... and it's not reversible. Smoking, diabetes, and family history can increase your risk of periodontitis.*

STEP 2: FIGHT BACK WITH A BOLD DAILY ROUTINE.

To help ensure a clean and healthy mouth, focus on good oral hygiene and stick to it. This includes regular visits to your dentist and a daily routine that includes brushing, flossing, and rinsing with LISTERINE* Mouthwash.



STEP 3: SEE THE BOLD RESULTS.

As a LISTERINE user, not only are you given the confidence that comes from killing 99.9% of germs[†]—but you are more likely to have a clean and healthy mouth than by just brushing and flossing alone.³

BRUSHING & 25% OF THE SURFACES IN THE MOUTH



BOLD FACT: PATIENTS WHO RINSE WITH LISTERINE HAVE LESS PLAQUE ON THEIR TEETH AT 6-MONTH CHECKUPS—EVEN IN HARD TO-REACH AREAS OF THE MOUTH.

[†]On top of brushing

References: 1. Marcenes W, Kassebaum NJ, Bernabé E, et al. Global burden of oral conditions in 1990-2010: a systematic analysis. *J Dent Res.* 2013;92(7):592-597.

2. Coventry J, Griffiths G, Scully C, Tonetti M. ABC of oral health: periodontal disease. *BMJ*. 2000;321(7252):36-39.

3. Data on file, Johnson & Johnson Consume Inc. 4. Kerr WJS, Kelly J, Geddes DAM. The areas of various surfaces in the human mouth from nine years to adulthood. *J Dent Res.* 1991;70(12):1528-1530.

5. Araujo MWB, Charles CA, Weinstein RB, et al. Meta-analysis of the effect of an essential oil-containing mouthrinse on gingivitis and plaque. *J Am Dent Assoc.* 2015;146(8):610-622 and/or post hoc analyses of data.